

**NEW HAMPSHIRE STATE LIQUOR COMMISSION**  
**MINUTES**  
**March 11, 2009**

Present: Chairman Mark Bodi; Commissioner Richard Simard; Craig Bulkley, Chief of Administration; Peter Engel, Director of Store Operations; Rick Gerrish, Spirits Marketing Specialist; Nicole Brassard, Wine Marketing Specialist; Chief Eddie Edwards, Enforcement.

Excused: Commissioner Patricia Russell; John Bunnell, Administrator of Marketing & Sales; Deb Milewski, Director of Information Technology; George Tsiopras, Chief Financial Officer; Evie Taft, Director of Human Resources;

**I) ACCEPTANCE OF MINUTES FROM MEETINGS HELD MARCH 4, 2009 NH STATE LIQUOR COMMISSION MEETING.**

Minutes for the March 4, 2009 meeting will be accepted at the next Commission Meeting.

**II) ADMINISTRATIVE SERVICES REPORTS**

1. Administrative Issues

There is nothing to report at this time.

2. Financial Report

George was excused from the meeting.

3. IT Report

Deb was excused from the meeting.

4. Human Resources Report

Evie was excused from the meeting.

**III) MARKETING AND SALES REPORT**

1. Store Operations

Sales were up 5% in the stores last week.

2. Merchandising Report

A. Purchasing

Kathy passed around warehouse report. Nothing to report.

B. Warehouse

Nothing to report.

C. Spirits

After review of each of the following items, Chairman Simard made a motion to accept the Spirits items listed below, as recommended by Rick Gerrish, Chairman Bodi seconded. Motion carries.

- a. Approved the delisting of test market codes #5186, Chi Chi's Strawberry Daiquiri, 1.75L; #5114, Dekuyper Red Headed Burst, 750ML; and #5116, Dekuyper Kamikaze, 750ML size, as they failed to reach gross profit requirements during their test market period.  
Approved the change from full distribution to "Specialty Item" status for code #2685, Ardmore Scotch, 750ML size.
- b. Approved the increase in price for former "Hot Brand" code #4243, effective with the

May quarterly price change, April 27<sup>th</sup>, 2009.

- c. Acknowledged the request received from Martignetti Companies to conduct a product promotion in conjunction with Cold River Blueberry Vodka on March 27<sup>th</sup> in store #76 from 4-7 p.m.; on March 28<sup>th</sup> in store #38 from 12-3 p.m.; and on March 29<sup>th</sup> in store #73 from 12-3 p.m.
- d. Approved an April gift card promotion in conjunction with the NHSLC 75<sup>th</sup> anniversary whereby consumers purchasing \$75.00 or more of wine and spirits during the period April 13<sup>th</sup> through April 26<sup>th</sup> will receive a free NHSLC \$10 gift card (limit 10 purchases per customer per day).

#### D. Wines

After review of each of the following items, Chairman Simard made a motion to accept the Wine items listed below, as recommended by Nicole Brassard, Chairman Bodi seconded. Motion carries.

- a. TABLED ITEM: Special Purchase & Display Offer for Corbett Canyon & Fisheye 3L Bag in a Box – Commission REMOVED from the TABLE and approved the offer received from Horizon Beverages to purchase 200 cases each of #10647, Fish Eye Cabernet, 3L; #45632, Fish Eye Chardonnay, 3L; and #43452, Fish Eye Shiraz, 3L and 250 cases of #43450, Fish Eye Pinot Grigio, 3L to be distributed and displayed in the top fifteen store locations in prominent areas, NOT as recommended. DENIED Horizon Beverages special purchase and display offer of selected Corbett Canyon wine codes.
- b. Approved expanding the distribution for the Dan Aykroyd wines, Chardonnay #12020 and Cabernet Sauvignon #12019, into all cluster 1 & 2 stores based on the success in sales at the event at store #69 on February 24<sup>th</sup>.
- c. Approved the request received from Silver Mountain to carry as a seasonal item code #12055, Blueberry Apple Wine, as recommended. This would replace the Raspberry wine code #46326 which is currently out of stock. Code #12055 will be placed in the top 10 stores - #38, 66, 67, 73, 76, 69, 50, 34, 60 and 23 – with a three absolute until it is no longer available or a decision is made to remove from retail due to low sales.
- d. Approved the request received from MS Walker to offer Gandia Hoya de Cadenas #28081 and Castano Monasstrell #38822, retailing at \$9.99 each, which customers will be able to purchase two bottles, mixed and/or matched for \$14.99 during the months of April and May.
- e. Approved the request received from LaBelle Winery to carry code #12111, Cranberry wine in stores 38, 66, 67, 73, 76, 69, 55, 34, 60 & 33 with a three absolute so stores will continue to draw inventory as needed, as recommended. This flavor will replace code #46826, Dry Apple, which remaining bottles will be affidavited back to the Winery. Also approved in-store tastings to support the new wine on April 2<sup>nd</sup> in store #55 from 4:30-6:30 p.m.; on April 23<sup>rd</sup> in store #69 from 4:30-6:30 p.m.; and on May 8<sup>th</sup> in store #33 from 4:30-6:30 p.m.
- f. Approved expanding the distribution of select test market wine codes to Category 1 & 2.
- g. Approved removing from retail a list of select test market wine codes.
- h. Acknowledged a list of test market wine codes which Nicole will continue to monitor for gross profit information.
- i. Acknowledged the request received from Southern Wine & Spirits to hold an in-store tasting on March 20<sup>th</sup> in store #55 from 4-7 p.m. Wine codes to be poured are #8929, 36376, and 10372.
- j. Acknowledged the request received from Pine State Trading to hold an in-store tasting on March 6<sup>th</sup> in store #55 from 4-7 p.m. Wine codes to be poured are #33149, 33148, and 10298.

- k. Acknowledged the request received from Pine State Trading to hold an in-store tasting on March 13<sup>th</sup> in store #55 from 4-7 p.m., as recommended. Wine codes to be poured are #40337 and 44145.
- l. Acknowledged the request received from Poverty Lane Orchards to hold in-store tastings on March 4<sup>th</sup> in store #71 from 4-6 p.m.; on March 6<sup>th</sup> in store #24 from 3-6 p.m.; on March 7<sup>th</sup> in store #60 from 1-3 p.m.; on March 14<sup>th</sup> in store #15 from 4-6 p.m.; on March 20<sup>th</sup> in store 64 from 3-5:30 p.m.; on March 20<sup>th</sup> in store #7 from 3:30-5:30 p.m.; and on March 21<sup>st</sup> in stores 12 and 42 from 4-6 p.m. Wine codes to be poured are #43922, 43920, and 43918.
- m. Approved the recommended wines for distribution to selected stores (91 items) submitted by Nicole dated March 6<sup>th</sup>.
- n. May & June 2009 Coupon for the Celebrate Booklet & E-Mail Alert – Commission voted to TABLE pending further review of recommended changes regarding coupon RSA's and procedures.
- o. Approved all primary source submissions, Exclusive – 5 Imported – 10.

**IV) ENFORCEMENT & LICENSING REPORT** None

**CHAIRMAN'S REPORT & LATE ITEMS** None

- a. Bailment Requests
- b. Coupon Approvals
- c. Legal Issues
- d. Late items / Other

**V) EXECUTIVE SESSION**

At 1:40 PM the meeting adjourned.

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Mark M. Bodi, Chairman

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*Excused*  
Patricia T. Russell, Commissioner

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Richard E. Simard, Commissioner